

Title of Programme: BA (Honours) International Business

Programme Code: BSIBS

For Collaborative: Dual Award

Partner Programme Titles:

Hochschule Bremen City University of Applied Sciences:  
Bachelor in International Management

Kedge Business School  
International Bachelor in Business Administration

The University of North Florida  
Bachelor of Business Administration

Universitat de Valencia:  
Bachelor in International Business

University of North Carolina Wilmington:  
Bachelor of Business Administration (International Business)

# Programme Specification

(Addendum for the Dual Awards with TABSA partners)

This programme specification is relevant to students entering:  
01 September 2024

Associate Dean of School (Academic Quality Assurance):  
Veronica Earle

Signature



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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**Summary of amendments to the programme:**

Section	Amendment

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification BA (Hons) International Business

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs).

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland Campus
<b>Programme accredited by</b>	EFMD
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles</b>	BA (Hons) International Business
<b>(Qualification and Subject)</b>	BA (Hons) International Business with Study Abroad
	BA (Hons) International Business with a Year Abroad
	BA (Hons) International Business with Extended Study Abroad
	BA (Hons) International Business with French
	BA (Hons) International Business with German
	BA (Hons) International Business with Spanish
	BA (Hons) International Business with Japanese
	BA (Hons) International Business with Mandarin
	BA (Hons) International Business with French and Study Abroad
	BA (Hons) International Business with German and Study Abroad
	BA (Hons) International Business with Spanish and Study Abroad
	BA (Hons) International Business with Japanese and Study Abroad
	BA (Hons) International Business with Mandarin and Study Abroad
	BA (Hons) International Business with French and a Year Abroad
	BA (Hons) International Business with German and a Year Abroad
	BA (Hons) International Business with Spanish and a Year Abroad
	BA (Hons) International Business with Japanese and a Year Abroad
	BA (Hons) International Business with Mandarin and a Year Abroad
	BA (Hons) International Business with French and Extended Study Abroad
	BA (Hons) International Business with German and Extended Study Abroad
	BA (Hons) International Business with Spanish and Extended Study Abroad
	BA (Hons) International Business with Japanese and Extended Study Abroad
	BA (Hons) International Business with Mandarin and Extended Study Abroad
	BA (Hons) International Business (Sandwich)
	BA (Hons) International Business (Sandwich) with Study Abroad
	BA (Hons) International Business (Sandwich) with French
	BA (Hons) International Business (Sandwich) with German
	BA (Hons) International Business (Sandwich) with Spanish
	BA (Hons) International Business (Sandwich) with Japanese

BA (Hons) International Business (Sandwich) with Mandarin  
 BA (Hons) International Business (Sandwich) with French and Study Abroad  
 BA (Hons) International Business (Sandwich) with German and Study Abroad  
 BA (Hons) International Business (Sandwich) with Spanish and Study Abroad  
 BA (Hons) International Business (Sandwich) with Japanese and Study Abroad  
 BA (Hons) International Business (Sandwich) with Mandarin and Study Abroad  
 BA (Hons) International Business with Employment Experience  
 BA (Hons) International Business with Study Abroad and Employment Experience  
 BA (Hons) International Business with Extended Study Abroad and Employment Experience  
 BA (Hons) International Business with French and Employment Experience  
 BA (Hons) International Business with German and Employment Experience  
 BA (Hons) International Business with Spanish and Employment Experience  
 BA (Hons) International Business with Japanese and Employment Experience  
 BA (Hons) International Business with Mandarin and Employment Experience  
 BA (Hons) International Business with French and Study Abroad and Employment Experience  
 BA (Hons) International Business with German and Study Abroad and Employment Experience  
 BA (Hons) International Business with Spanish and Study Abroad and Employment Experience  
 BA (Hons) International Business with Japanese and Study Abroad and Employment Experience  
 BA (Hons) International Business with Mandarin and Study Abroad and Employment Experience  
 BA (Hons) International Business with French and Extended Study Abroad and Employment Experience  
 BA (Hons) International Business with German and Extended Study Abroad and Employment Experience  
 BA (Hons) International Business with Spanish and Extended Study Abroad and Employment Experience  
 BA (Hons) International Business with Japanese and Extended Study Abroad and Employment Experience  
 BA (Hons) International Business with Mandarin and Extended Study Abroad and Employment Experience

**FHEQ level of award**

6

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## **A. Programme Rationale**

The BA International Business programme is accredited by EFMD Global. We are one of 11 schools in the UK and 96 schools worldwide holding the EFMD Accredited badge (2021). Both the rationale and the delivery of the programme were instrumental in this accreditation.

The BA International Business degree caters for students who wish to add an international dimension to their business education and who are aiming for a career in the global business market. It will be equally attractive to students from the UK and from other countries and will give them the opportunity to live and work in one, two or even three countries other than their own. It also allows for a year-long work placement on the four year route for students who have studied abroad in year two. It is designed to provide the managers of tomorrow with the business and management skills, language competence and/or cultural awareness required for success in an international business environment. It will equip the student with the knowledge and skills required for managerial posts in the UK and other countries. The international experience will be an important and positive factor in the personal development of students and will give them a competitive edge in the job market, whilst a foreign language competence will give them an additional edge. The inclusion of a work placement opportunity will also help students to gain valuable employability skills during their studies. The students also have the opportunity to attain a dual award with our TABSA partners by spending two years at the partner institution.

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## **B. Educational Aims of the Programme**

### **Diversity and Inclusion**

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### **Additionally this programme aims to:**

- enable students to explore organisations, their management and the changing global economy in which they operate;
- prepare and develop students for a career in business and management, especially in an international context;
- develop and enhance students' transferable, intellectual and study skills;
- foster an awareness of, and sensitivity to, their own and others' cultural backgrounds and influences, which may include a knowledge of a language other than their own;
- produce readily employable graduates possessing lifelong learning skills to make an immediate contribution to employing organisations and society at large.

### **Graduate Attributes**

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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## **C. Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management (2019) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- core functional areas of business, and the internal environment in which organisations operate</p> <p>A2- the complexities of the external environment for international business (including economic, legal social, political and sustainability influences)</p> <p>A3- managing diversity in the workplace and across nation states</p> <p>A4- Business operations and logistics relevant to international business</p> <p>A5- Business innovation and enterprise development</p> <p>A6- International marketing and consumer behaviour</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and project work at levels 4, 5 and 6 of the programme. A4 and A5 are developed later in the programme, as students' grasp of international business grows.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a combination of examinations, online tests and assessed coursework. Assessment, which is both formative and summative, takes many forms, e.g. essay assignments, in-class tests, projects, business reports, portfolios, team work and presentations.</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Utilise cognitive skills of critical thinking, analysis and synthesis</p> <p>B2- Conduct research into international business and management issues</p> <p>B3- Formulate business policies and strategies, applying skills in problem solving and decision making to support more effective international business operations</p> <p>B4- Evaluate business and management strategy from an ethical and sustainability perspective, including aspects of social responsibility and ethical behaviour in organisations</p>	<p>Intellectual skills are developed through methods and strategies outlined in section A, above and student work evolving from reviewing the basics of business and management in an international context, including quantitative and qualitative techniques, to gaining a fuller understanding of the complexities of the subject area (B1).</p> <p>B2 is developed in the following ways. At levels 5 and 6 students increasingly exercise skills of critical thinking, evaluation, research and synthesis of findings.</p> <p>B3 is developed through students examining policies and formulating business strategies, solving increasingly 'messy' problems, and, building on their level 4 quantitative methods and IT work, utilize business intelligence and information</p>	<p>Intellectual skills are assessed through examination, coursework and project work. Essays tend to enable students to analyse theoretical concepts in depth. Reports provide an opportunity to apply skills in secondary research, analysing data, synthesis of key theoretical literature, examinations of trade information etc. Examinations test very specific areas of knowledge within the breadth of the curriculum and require concentration on specific problems and issues.</p> <p>The Dissertation provides a platform for students to showcase their advanced research and analytical skills in an area of their choosing.</p>

	<p>systems to better understand phenomena and make evidence-based decisions.</p> <p>B4 is developed with the following. Having received an introduction to ethical perspectives in the Global Business Environment module at level 4, students look at equality and inclusivity at level 5 and progress to a more sophisticated study of ethics, business and sustainability in their final year (in addition to ethical considerations through the regular curriculum).</p> <p>All students have the opportunity to engage in a Dissertation.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study, a virtual exchange and study abroad opportunities</p>	
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1- Become adaptable and sensitive to operating in a foreign culture which may include communicating in a language other than their own</p> <p>C2- Apply mathematical and quantitative skills, including use of information systems for statistical analysis and the provision of business intelligence to solve problems and inform decision making</p> <p>C3- Develop interpersonal skills of effective listening, negotiating, persuasion, and presentation and their use in generating business contacts</p>	<p>Practical skills are developed through a series of tutorials and varied assessment methods.</p> <p>C2 is developed throughout as students engage with research and IT, using information and data analysis to help them examine business problems and use this understanding to better manage business operations.</p> <p>C1 and C3 is developed through the programme's is strongly committed to ensuring students adapt to language and cultures, through study abroad and international placement opportunities it supports. This enables students to grow in confidence, adaptability, and understand international business from a personal perspective. C3 is also developed through the varying tutorial and assessment activities in the modules</p> <p>The programme provides multiple opportunities for both group</p>	<p>Practical skills are assessed through the following activities:</p> <p>C1 is developed by the language option at level 4 which ensures that students are assessed on their abilities to learn a language other than their own, and assessment in these modules is purely practical.</p> <p>C1 is also developed by the compulsory study abroad which immerses students in another culture. Fulfilling this element of the programme, through academic performance internationally, including working with students from other cultures, enables students to generate an additional suffix to their degree award title (with Study Abroad, a Year Abroad or with Extended Study Abroad).</p> <p>C2 is developed from the start where students learn</p>

	<p>working and individual work and encourages negotiation skills through role-play and in-class exercises and assessments thus developing C3. Students emerge confident and able to work in a variety of organisational environments across the globe.</p>	<p>the value of analysing and managing business data, and are assessed on their ability initially to undertake business data analysis, but ultimately, to use that analysis to inform strategic decisions.</p> <p>C3 is developed by students' interpersonal skills and understanding of leadership and teamwork being developed through teamwork in formative and summative assessments, as well as academically within the human resource management modules.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Effectively self-manage in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise</p> <p>D2- Communicate effectively, both orally and in writing</p> <p>D3- Work effectively within a team environment</p> <p>D4- Learn to take responsibility for their own personal and professional development</p>	<p>Transferable skills are developed through the programme by the methods and strategies outlined in sections A, B and C, above.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed through a range of assessments built into the curriculum to set deadlines – coursework reports and essays (D1, D2), oral presentations and debates (D1, D2), group projects (D3) and through engaging in study abroad (D1, D4)</p> <p>Students are encouraged to map their assessments and plan for deadlines throughout their time at UH (D1).</p> <p>Modules in the areas of marketing and entrepreneurship, particularly encourage innovation and creativity through assessment design (D1).</p> <p>Assessment criteria for written reports, presentations, and teamwork help them to understand what is required of them to perform well, and to a professional standard. Feedback enables an ongoing process of self-improvement (D2,D3).</p>



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## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered as a 4-year degree leading to the award of a BA Degree with Honours in International Business at UH. Where a partner student has completed two placements of a minimum of 18 weeks each, at their home, a partner institution and/or at UH, and passed any required assessments, a sandwich degree will be awarded, that is, BA Degree with Honours in International Business (Sandwich).

For outgoing students, entry is at level 4 at UH with suitable A-level or equivalent qualifications. For incoming students, entry at Level 4 at the partner institution is subject to the partner's entry requirements.

For outgoing students, the programme is located at University of Hertfordshire (UH) in the first year, then at one of the partner institutions for the following two years, followed by a final year at UH.

For incoming students, the programme is located at one of the partner institutions in the first two years, and then at University of Hertfordshire for the following two years.

Students will obtain, on successful completion of the programme, a BA (Hons) International Business award from University of Hertfordshire and a bachelors award from the partner institution attended. In the two years at the partner, students will complete equivalent modules at the partner institution to the compulsory modules at UH, as shown in the BA (Hons) International Business Programme Specification. The other subjects at the partners will reflect those required to obtain the partner's degree award and the optional subjects available.

The partners for dual degrees are:

- Kedge Business School, Marseille, France
- Hochschule Bremen City University of Applied Sciences, Germany
- The University of North Florida, USA
- Universitat de Valencia, Spain
- University of North Carolina Wilmington, USA

Although the programme offers five languages: French, German, Spanish, Japanese, Korean and Mandarin, students electing to study in France, Germany or Spain will be required to study the host country language in the first year (level 4) at UH.

### Professional and Statutory Regulatory Bodies

EFMD Accredited

### Work-Based Learning, including Sandwich Programmes

All partner institutions require students to undertake an 18-week placement as a minimum, and this is built into the programme of study. The placement period is an important element of the programme as it gives students a practical perspective to their academic study, enables them to increase their foreign language proficiency (in some cases), and develop cultural awareness and an understanding of foreign business practices. A pass grade for the placement is essential for the completion of the dual award at the partner universities.

An award in the Sandwich mode is made if at least 30 weeks of approved, supervised work experience is undertaken and the HBS Placement Module is successfully completed. Because of the duration of study required by this format of programme, a 'sandwich' degree will normally only be available to those students who are able to undertake two work placements as part of their programme – so that they accumulate the necessary weeks of placement time required in total. The 'Sandwich' title is therefore available to incoming students from Kedge and Bremen.

### Student Exchange programme Incoming Exchange

Incoming students are from the following TABSA partners – Kedge, Valencia, Bremen, UNF and UNCW and students spend 2 years at UH. They join in level 5 and complete a semester of study and then complete a placement for the 2<sup>nd</sup> semester. They then complete level 6 studies with us at UH.

### **Study Abroad**

N/A

### **Programme Structure**

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

### **Table 1a Outline Programme Structure**

**Mode of study** Full Time

**Entry point** Semester A

**NB:** The following structures identify modules taken at partner institutions. These modules are subject to the regulations and processes of the respective partner institutions and the details of these are therefore indicative only and subject to change. Any changes are jointly agreed.

UK credits for all modules have been stated. 15 UK credits is equivalent to 7.5 ECTS and 3 US credits. Students study the equivalent of 120 credits (60 ECTS, 24 US credits) per academic year.

## UH outgoing students to Bremen

### UH Year 1 - Bremen Years 2 and 3 - UH Year 4

#### Year 1, Level 4 – At UH

All BA International Business students study Level 4 at UH. Students normally would be studying German as part of their Level 4 programme of study.

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
<b>Semester A</b>							
Academic Skills	0BUS0003	0	0	0	P/F	0	A
People and Organisations	4BUS1124	15	0	0	100	0	A
Economics for International Business	4BUS1133	15	0	0	100	0	A
Marketing for International Business	4BUS1134	15	0	0	100	0	A
<b>Language (German)</b>	Various	15	0	0	100	0	A
<b>Semester B</b>							
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	0	0	100	0	B
Analysing and Managing Business Data	4BUS1149	15	0	0	100	0	B
<b>Language (German)</b>	Various	15	0	0	100	0	B

#### Year 2 at Bremen (Level 5)

	Module Code	ECTS	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
<b>Module Title</b>								
Economics 2: Macroeconomics and Economic Policy		6	12	0	100	0	0	A
International Marketing		6	12	0	60	40	0	A
Managing a global Workforce – International Human Resource Management		6	12	0	60	40	0	A
Supply Chain Management		6	12	0	60	40	0	A
German		6	12	0	60	40	0	A
International Management 1		6	12	0	60	40	0	B
Entrepreneurship and Business Management		6	12	0	100	0	0	B
Global Politics for Business People and Economists		3	6	0	60	40	0	B
ASEAN: The Rising Economic Power		3	6					B
International Business Finance and Accounting		6	12	0	60	40	0	B
German		6	12					B

#### Year 3 at Bremen (Level 6)

<b>Compulsory Modules</b> Module Title	Module Code	ECTS	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
International Management 2		6	12	0	0	100	0	A
Cross-Cultural Management		6	12	0	100	0	0	A
Project Management		6	12	0	60	40	0	A
Option – see below:		6	12	0				A
German		6	12	0	0	100	0	A
Internship Preparation		6	12	0				B
Internship/ placement (18 weeks, in Germany)		24	0	0				B

<b>Optional Modules (delete this part if not applicable)</b> Module Titles	Module Code	ECTS	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
European and Intercultural Management		6	12	0	100	0	0	A
Marketing and International Marketing		6	12	0	100	0	0	A
Student can choose any optional module on offer in English or German based on availability and timetable		6	12					A

**For the options, students can choose based on availability, student choice of language and timetabling issues**

#### Level 6 at UH

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
International Business Dissertation * (including):	6BUS1236	30	0	0	100	0	AB
Undergraduate research skills and preparation	6BUS2040	0	0	0	P/F	0	AB
<i>And select 15 credits of option modules from the Level 6 Semester A options list. Required to take German in both semesters to have with German in award title.</i>	-	15x1	-	-	-	-	
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B

And select 15 credits of option modules from the Level 6 Semester B options list

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Semester A Options</b>							
International Production and Governance	6BUS1010	15	0	0	100	0	A
Databases for Strategic Decision Making	6BUS1257	15	0	0	100	0	A
Corporate Financial Strategy	6BUS1193	15	0	0	100	0	A
Integrated Marketing Communication	6BUS1259	15	0	0	100	0	A
Contemporary Employment Relations	6BUS2036	15	0	0	100	0	A
Creative Problem Solving for Managers	6BUS1047	15	0	0	100	0	A
Data visualisation for Business Decisions	6BUS2009	15	0	0	100	0	A
Language	Various	15	0	0	100	0	A
<b>Semester B Options</b>							
Diversity and Equality at Work	6BUS1225	15	0	0	100	0	B
Issues in Global Economy	6BUS1011	15	0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B
Islamic Finance and Banking	6BUS1040	15	0	0	100	0	B
Knowledge Management and Business Intelligence	6BUS1035	15	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	0	0	100	0	B
Language	Various	15	0	0	100	0	B

**\*The Dissertation:**

- Undergraduate research skills and preparation is compulsory for any student who selects the Dissertation option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)

**Bremen incoming students to UH  
Bremen Years 1 and 2 - UH Years 3 and 4**

**Year 1 at Bremen (Level 4)**

Compulsory Modules Module Title	Module Code	ECTS	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Business Administration 1		6	12	0	100	0	0	A
Statistics		6	12	0	100	0	0	A
Business Law		6	12	0	100	0	0	A
Business Communications and Principles of Management		6	12	0	100	0	0	A
Language (second foreign language – not English)		6	12	0	100	0	0	A

Management Research Methods		6	12	0	100	0	0	B
Business Administration 2		6	12	0	60	40	0	B
Economics 1		6	12	0	60	40	0	B
International Business		6	12	0	60	40	0	B
Language (second foreign language – not English)		6	12	0	100	0	0	B

### Year 2 at Bremen (Level 5)

	Module Code	ECTS	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Module Title								
Financial Accounting		6	12	0	100	0	0	A
Cost Accounting		6	12	0	100	0	0	A
Economics 2		6	12	0	60	40	0	A
Taxation and Business Ethics		6	12	0	60	40	0	A
European and Intercultural Management		6	12	0	60	40	0	A
Placement Preparation		6	12	0	0	100	0	A
Placement in Germany		24	0	0	0	100	0	B

### Semester B Placement in Germany

### Year 3 at UH (Level 5)

	Module Code	ECTS	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Module Title								
Global Consumer Markets: Issues and Trends	5BUS2031	7.5	15	0	0	100	0	A
Business Finance	5BUS1149	7.5	15	0	0	100	0	A
Managing People	5BUS1037	7.5	15	0	0	100	0	A
Economics for Global Economy	5BUS1191	7.5	15	0	0	100	0	A
Language*	-	7.5	15	0	0	100	0	A

\*Students are also required to complete an additional language module for their home institution. This continues the additional language that they studied at Bremen. This module grade and credit cannot contribute to their UH degree award.

### Semester B Placement in UK

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
Work Placement (B)	6BUS2035	0	30	0	0	0	100	A

\*\* The award of a sandwich degree from UH will require the successful completion of a placement period of a minimum of 18 weeks and the HBS Placement module (6BUS2035) being successfully completed. This will be in addition to the successful completion of their placement in Germany prior to joining UH.

#### Year 4 at UH (Level 6)

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	7.5	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	7.5	0	0	100	0	A
Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	0	100	0	AB
International Business Dissertation *	6BUS1236	30	15	0	0	100	0	AB
Option for Semester A		15	7.5	0	0			A
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	7.5	0	0	100	0	B
International HRM	6BUS1019	15	7.5	0	0	100	0	B
Option for Semester B		15	7.5	0	0			B

Students from Bremen will take the following options in Semester A and B based on the 'home' institution concentration

<b>Optional Modules (delete this part if not applicable)</b> Module Titles	Module Code	Credit Points	ECTS	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Finance concentration</b>								
Corporate Financial Strategy	6BUS1193	15	7.5	0	0	100	0	A
Financial Aspects of International Business	6BUS1194	15	7.5	0	0	100	0	B
<b>Marketing concentration</b>								
Integrated Marketing Communication	6BUS1259	15	7.5	0	0	100	0	A
Global Marketing	6BUS1284	15	7.5	0	0	100	0	B
<b>HRM concentration</b>								
Contemporary Employment Relations	6BUS2036	15	7.5	0	0	100	0	A
Diversity and Equality at Work	6BUS1225	15	7.5	0	0	100	0	B

**\*The Dissertation:**

- Undergraduate research skills and preparation is compulsory for any student who selects the Dissertation option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)



## UH outgoing students to Kedge Marseille

### UH Year 1 - Kedge Years 2 and 3 - UH Year 4

#### Year 1, Level 4 – At UH

All BA International Business students study Level 4 at UH. Students normally would be studying French as part of their Level 4 programme of study.

Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Semester A</b>							
Academic Skills	0BUS0003	0	0	0	P/F	0	A
People and Organisations	4BUS1124	15	0	0	100	0	A
Economics for International Business	4BUS1133	15	0	0	100	0	A
Marketing for International Business	4BUS1134	15	0	0	100	0	A
<b>Language (French)</b>	Various	15	0	0	100	0	A
<b>Semester B</b>							
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	0	0	100	0	B
Analysing and Managing Business Data	4BUS1149	15	0	0	100	0	B
<b>Language (French)</b>	Various	15	0	0	100	0	B

\*\* On completion of level 4 at UH and before departure for the partner university, students will be required to engage in the Erasmus+ online language assessment and support programme in order to consolidate language learning and development.

#### Year 2 at Kedge (Level 5)

Module Title	Module Code	Credit Points	ECTS	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Administration of International Sales and Purchases		10	5	0	65	35	0	A
International Business		10	5	0	100	0	0	A
International Law		10	5	0	60	40	0	A
French		10	5	0	60	40	0	A
<i>And select 20 credits of optional modules from the options list below</i>		2x10	2x5	0				
<b>Options</b>								
Decision-Making and Marketing Research		10	5	0	60	40	0	A
Sustainable Marketing		10	5	0	60	40	0	A
Digital Marketing Communication		10	5	0	50	50	0	A
Supply Chain Management Fundamentals		10	5	0	20	80	0	A
Digital Operations Management		10	5	0	50	30	20	A
CSR and Operations Management		10	5	0	50	30	20	A

#### Semester B Placement in France

Placement in France (minimum 6 months)		0	30	0	0	100	0	B
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### Year 3 at Kedge (Level 5)

Module Title	Module Code	Credit Points	ECTS	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Digital Cultures and Marketing		10	5	0	60	40	0	A
Entrepreneurship		10	5	0	60	40	0	A
Project Management		10	5	0	0	100	0	A
Organisational Behaviour		10	5	0	50	30	20	A
Costs and Decisions		10	5	0	60	40	0	A
French		10	5	0	60	40	0	A
Financial Analysis		10	5	0	40	60	0	B
Supply Chain Management in Practice		10	5	0	40	60	0	B
Management in Cross Cultural Context		10	5	0	60	40	0	B
Geopolitics		10	5	0	50	50	0	B
Sustainable Development		10	5	0	40	60	0	B
French		10	5	0	60	40	0	B

#### Note:

In addition to the modules listed above, in order to graduate from Kedge BS students are required to gain their EQUIS-approved IBBA/CESEMED Diploma to graduate. This includes submission of their 'Be-U' report - a five-page report presenting their personality and the skills developed during their academic programme (both in the classroom and during their internships, Pro Act, associative and extra-curricular activities), and also presenting two career plans, respective action plans and CV. This report is evaluated and validated by a Career Coach and is a requisite to obtain the IBBA Diploma. The BeU workshop will be given in Semester 6.

### Year 4 at UH (Level 6)

Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
International Business Dissertation	6BUS1236	30	0	0	100	0	AB
Undergraduate research skills and preparation	6BUS2040	0	0	0	P/F	0	AB
<i>And select 15 credits of optional modules from the Level 6 Semester A options list. Required to take French in both semesters to have with French in award title</i>	-	15	-	-	-	-	
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B
<i>And select 15 credits of optional modules from the Level 6 Semester B options list if not studying French</i>	-	15	-	-	-	-	B

Optional Modules <i>(delete this part if not applicable)</i> Module Titles	Module Code	Credit Points		% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Semester A Options</b>								
International Production and Governance	6BUS1010	15		0	0	100	0	A
Databases for Strategic Decision Making	6BUS1257	15		0	0	100	0	A
Corporate Financial Strategy	6BUS1193	15		0	0	100	0	A
Integrated Marketing Communication	6BUS1259	15		0	0	100	0	A
Contemporary Employment Relations	6BUS2036	15		0	0	100	0	A
Data Visualisation for Business Decisions	6BUS2009	15		0	0	100	0	A
Creative Problem Solving for Managers	6BUS1047	15		0	0	100	0	A
Language	Various	15		0	0	100	0	A
<b>Semester B Options</b>								
Diversity and Equality at Work	6BUS1225	15		0	0	100	0	B
Issues in Global Economy	6BUS1011	15		0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15		0	0	100	0	B
Global Marketing	6BUS1284	15		0	0	100	0	B
Islamic Finance and Banking	6BUS1040	15		0	0	100	0	B
Knowledge Management and Business Intelligence	6BUS1035	15		0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15		0	0	100	0	B
Language	Various	15		0	0	100	0	B

**\*The Dissertation:**

- Undergraduate research skills and preparation is compulsory for any student who selects the Dissertation option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)

## Kedge Marseille incoming students to UH

### Kedge Years 1 and 2 - UH Years 3 and 4

#### Year 1 at Kedge (Level 4)

Compulsory Modules Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
Business Systemic Approach		10	5	0	60	40	0	A
Business Law		10	5	0	60	40	0	A
Principles of Marketing		10	5	0	60	40	0	A
Micro-macro Economics		10	5	0	60	40	0	A
Quantitative Methods		10	5	0	30	70	0	A
Introduction to Sustainable Development		10	5	0	60	40	0	A
English		0	0	0	0	100	0	A
Business Game		0	0	0	0	100	0	A
Learn How to Learn		0	0	0	0	100	0	A
Project Management Methods		10	5	0	60	40	0	B
Operations Management		10	5	0	60	40	0	B
Data Management and Information		10	5	0	100	0	0	B

Systems		10	5	0	50	50	0	B
Human Resources in a Global Context		10	5	0	60	40	0	B
Introduction to Intercultural Management		10	5	0	40	60	0	B
Accounting for Managers		0	0	0	0	100	0	B
English								

## Year 2 at Kedge (Level 5)

Module Title	Module Code	Credit Points	ECTS	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Administration of International Sales		10	5	0	65	35	0	A
International Business		10	5	0	0	100	0	A
International Law		10	5	0	60	40	0	A
<i>Option modules – see below – select 3</i>		30	15	0				A
Placement in France (minimum 6 months)		0	30	0	0	100	0	B

Module Titles	Module Code	Credit Points	ECTS	%Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Optional Modules - choose one group of three modules from the following</b>								
Intro to Financial Analysis		10	5	0	60	40	0	A
And: Finance and Decision Making		10	5	0	60	40	0	A
And: Financial Economics		10	5	0	60	40	0	A
or								
Decision-making and Market Research		10	5	0	60	40	0	A
And: Sustainable Marketing		10	5	0	60	40	0	A
And: Digital Marketing Communications		10	5	0	60	40	0	A
or								
Supply Chain Management Fundamentals		10	5	0	60	40	0	A
And: Digital Operations Management		10	5	0	60	40	0	A
And: CSR and Operations Management		10	5	0	60	40	0	A
or								
Foreign Investment		10	5	0	60	40	0	A
And: Buying and Selling		10	5	0	60	40	0	A
And: Business Culture and Context		10	5	0	60	40	0	A

## Semester B Placement in France

## Year 3 at UH (Level 5)

### Compulsory Modules

Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
Global Consumer Markets: Issues and Trends	5BUS2031	15	7.5	0	0	100	0	A
Managing People	5BUS1037	15	7.5	0	0	100	0	A
Economics for Global Economy	5BUS1191	15	7.5	0	0	100	0	A
<i>Choose one</i>								
Business Finance OR	5BUS1149	15	7.5	0	0	100	0	A
Digital Marketing in Practice OR	5BUS1016	15	7.5	0	0	100	0	A
Exploring Business Ethics	5BUS1049	15	7.5	0	0	100	0	A

### Semester B Placement in UK

Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
Work Placement (B)	6BUS2035	0	30	0	0	0	100	A

\* Students are required to seek approval from Kedge BS if the placement is of less than 6 months duration.

\*\* The award of a sandwich degree from UH will require the successful completion of a placement period of a minimum of 18 weeks and the HBS Placement module (6BUS2035) being successfully completed. This will be in addition to the successful completion of their placement in France prior to joining UH.

### Year 4 at UH (Level 6)

Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	100	0	AB
International Business Dissertation *	6BUS1236	30	0	0	100	0	AB
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B

#### \*The Dissertation:

• Undergraduate research skills and preparation is compulsory for any student who selects the Dissertation option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)

<b>Optional Modules – Choose One from Sem A and one from Sem B</b> Module Titles	Module Code	Credit Points	ECTS	%Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Corporate Financial Strategy	6BUS1193	15	7.5	0	0	100	0	A
Integrated Marketing Communication	6BUS1259	15	7.5	0	0	100	0	A
Islamic Finance and Banking	6BUS1040	15	7.5	0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15	7.5	0	0	100	0	B

## UH outgoing students to Valencia

### UH Year 1 - Valencia Years 2 and 3 - UH Year 4

#### Year 1, Level 4 – At UH

All BA International Business students study Level 4 at UH. Students normally would be studying Spanish as part of their Level 4 programme of study

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Semester A</b>							
Academic Skills	0BUS0003	0	0	0	P/F	0	A
People and Organisations	4BUS1124	15	0	0	100	0	A
Economics for International Business	4BUS1133	15	0	0	100	0	A
Marketing for International Business	4BUS1134	15	0	0	100	0	A
<b>Language (Spanish)</b>	Various	15	0	0	100	0	A
<b>Semester B</b>							
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	0	0	100	0	B
Analysing and Managing Business Data	4BUS1149	15	0	0	100	0	B
<b>Language (Spanish)</b>	Various	15	0	0	100	0	B

#### Year 2 at Valencia (Level 5)

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	ECTS	%Test	% Examination	% Coursework	% Practical	Semesters
Spanish for Business		12	6	0	0	100	0	A
International Business Law		15	7.5	0	70	20	10	A

Macroeconomics	12	6	0	60	40	0	A
International Business Management	12	6	0	60	40	0	A
International Finance	12	6	0	60	40	0	A
Financial Management	12	6	0	80	20	0	B
International Economics	12	6	0	80	20	0	B
Financial Statements Analysis	12	6	0	70	30	0	B
Strategic Management	12	6	0	70	30	0	B
Cross-Cultural Management	12	6	0	60	40	0	B
Geopolitics and Globalisation	12	6	0	60	40	0	B

### Year 3 at Valencia (Level 5/6)

Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
International Marketing		12	6	0	50	50	0	A
Economics of the EU		12	6	0	60	40	0	A
International Financial Markets		12	6	0	60	40	0	A
Global Management of Supply and Production		12	6	0	70	30	0	A
Consumer Behaviour		12	6	0	50	50	0	A

### Semester B Placement in Spain

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### Year 4 at UH (Level 6)

Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
Taxation	6BUS1202	15	0	100	0	0	A
Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	100	0	AB
International Business Dissertation *	6BUS1236	30	0	0	100	0	AB
<i>Language – Requires as extra module in both semesters if student is continuing with Spanish and to have Spanish in award title</i>			0				
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B
<i>And select 15 credits of option modules from the Level 6 Semester B options list or select Spanish as language option</i>	-	15x1	0	-	-	-	B
<b>Semester B Options</b>			0				
Issues in Global Economy	6BUS1011	15	0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B
Islamic Finance and Banking	6BUS1040	15	0	0	100	0	B

Knowledge Management and Business Intelligence	6BUS1035	15	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	0	0	100	0	B
Diversity and Equality at Work	6BUS1225	15	0	0	100	0	B
Language	Various	15	0	0	100	0	B

**\*The Dissertation:**

- Undergraduate research skills and preparation is compulsory for any student who selects the Dissertation option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)

## Valencia incoming students to UH

### Valencia Years 1 and 2 - UH Years 3 and 4

#### Year 1 at Valencia (Level 4)

	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Module Title								
Business English (i)		12	6	0	0	100	0	A
Introduction to Business Management		12	6	0	60	40	0	A
Introduction to Economics		12	6	0	70	30	0	A
Learning Instruments and Techniques		12	6	0	30	70	0	A
Mathematics		12	6	0	70	30	0	A
Financial Mathematics		12	6	0	70	30	0	B
Geopolitics and Globalisation		12	6	0	60	40	0	B
Introduction to Financial Accounting		12	6	0	70	30	0	B
Microeconomics		12	6	0	70	30	0	B
Business English (ii)		12	6	0	0	100	0	B

#### Year 2 at Valencia (Level 5)

	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Module Title								
International Business Law		15	7.5	0	70	20	10	A
Macroeconomics		12	6	0	60	40	0	A
Management Accounting		12	6	0	70	30	0	A
Business English (iii)		12	6	0	70	30	0	A
Statistics		9	4.5	0	70	30	0	A
Financial Management		12	6	0	80	20	0	B
International Economics		12	6	0	80	20	0	B
Quantitative Techniques in Business		12	6	0	70	30	0	B
Strategic Management		12	6	0	70	30	0	B
Commercial Management		12	6	0				

#### Year 3 at UH (Level 5)



<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
Global Consumer Markets: Issues and Trends	5BUS2031	15	7.5	0	0	100	0	A
Digital Marketing in Practice	5BUS1016	15	7.5	0	0	100	0	A
Managing People	5BUS1037	15	7.5	0	0	100	0	A
Economics for Global Economy	5BUS1191	15	7.5	0	0	100	0	A

### Semester B Placement in UK

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
Work Placement (B)	6BUS2035	0	30	0	0	0	100	A

### Year 4 at UH (Level 6)

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	ECTS	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	7.5	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	7.5	0	0	100	0	A
Taxation	6BUS1202	15	7.5	0	100	0	0	A
Undergraduate research skills and preparation	6BUS2040	0	0	0	0	P/F	0	AB
International Business Dissertation *	6BUS1236	30	15	0	0	100	0	AB
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	7.5	0	0	100	0	B
International HRM	6BUS1019	15	7.5	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	7.5	0	0	100	0	B

#### \*The Dissertation:

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## UH outgoing students to UNCW

### UH Year 1 - UNCW Years 2 and 3 - UH Year 4

#### Year 1, Level 4 – At UH

All BA International Business students study Level 4 at UH.

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Semester A</b>							
Academic Skills	0BUS0003	0	0	0	P/F	0	A
People and Organisations	4BUS1124	15	0	0	100	0	A
Economics for International Business	4BUS1133	15	0	0	100	0	A
Marketing for International Business	4BUS1134	15	0	0	100	0	A
Business Technology Trends <u>or</u>	4BUS1156	15	0	0	100	0	A
Introduction to Tourism, Hospitality & Event Management <u>or</u>	4BUS2019	15	0	0	100	0	A
Language	Various	15	0	0	100	0	A
<b>Semester B</b>							
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	0	0	100	0	B
Analysing and Managing Business Data	4BUS1149	15	0	0	100	0	B
Introduction to Marketing Communications <u>or</u>	4BUS1011	15	0	0	100	0	B
Language	Various	15	0	0	100	0	B

#### Years 2 and 3 at UNCW (Level 5)

When arriving at UNCW for Years 2 and 3, UH students will need to complete about 23 modules comprising General Education courses as well as Business courses, plus the internship/work placement. This requires that course modules are studied for four semesters, and work placements completed during summer following Year 2 and summer following Year 3. General Education requirements will be considered as completed if the student has studied an equivalent course during A-level study or equivalent.

**General Education courses at UNCW would include (if not completed already):**

Business Calculus
English Composition 101 and 201
2 Science modules + 1 Lab
2 Arts/Theatre/Film/Literature
1 History
1 Philosophy or Ethics
1 Health plus Physical Activity

#### Business modules for Years 2 and 3

	Module Code	Credit Points	Hours	%Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>								
Module Title								
<b>Level 4</b>								
Business Career Prep	BUS205	5	1	0	15	85	0	
Managerial Accounting	ACG203	15	3	0	75	25	0	
<b>Level 5</b>								
Business Essentials	BUS206	10	2	0	15	85	0	
Business Writing	ENG206	5	1	0	15	85	0	
Financial Management	FIN335	15	3	0	85	15	0	
Geopolitics	IBN300	15	3	0	65	35	0	
Business Law	BLA361	15	3	0	90	10	0	
Management Principles	MGT350	15	3	0	55	45	0	
Operations Management	OPS370	15	3	0	60	40	0	
Macroeconomics	ECN222	15	3	0	85	15	0	
Management Information Systems	MIS213	15	3	0	0	100	0	
<b>Level 6</b>								
International Management	MGT352	15	3	0	60	40	0	
International Financial Management	FIN439	15	3	0	80	20	0	
International Trade/Global Economy	ECN426	15	3	0	80	20	0	
<i>Optional module- see below</i>		15	3					
Internship in USA	INB498		6	0	0	100	0	
	Module Code	Credit Points	Hours	%Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Optional Modules (delete this part if not applicable)</b>								
Module Titles								
Global Entrepreneurship	EBD482	15	3	0	50	50	0	
Comparative Economic Systems	ECN326	15	3	0	20	80	0	
Intercultural Communication	COM390	15	3	0	50	50	0	
Advanced Foreign Language		15	3	0	0	100	0	

## Semester B Placement

## Year 4 at UH (Level 6)

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	100	0	AB
International Business Dissertation *	6BUS1236	30	0	0	100	0	AB
International Production and Governance	6BUS1010	15	0	0	100	0	A
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B

**\*The Dissertation:**

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## UNCW incoming students to UH UNCW Years 1 and 2 - UH Years 3 and 4

**During Years 1 and 2 at UNCW students are required to complete the following requirements before TABSA applications and studies commence:**

- Have finished all foreign language requirements
- Have finished all university studies (general education) requirements
- Be accepted into the Cameron School of Business
- Have completed BUS 206/ENG 206

**For entry to University of Hertfordshire students are required to complete:**

- The equivalent of 120 (24 hours) credits of business modules at Level 4 or higher and 60 (12 hours) credits of business modules at Level 5 or higher
- All modules marked \* must be completed

Compulsory Modules Module Title	Module Code	Credit Points	Hours	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Level 4</b>								
*Financial Accounting plus Lab	ACG201	20	4	0	75	25	0	
*Microeconomics	ECN221	15	3	0	70	30	0	
**Macroeconomics	ECN222	15	3	0	85	15	0	
*Quantitative Methods	QMM280	15	3	0	67	33	0	
Business Calculus	MAT151	15	3	0	70	30	0	
**Managerial Accounting	ACG203	15	3	0	75	25	0	
<b>Level 5</b>								
*Legal Environment/Business Law	BLA361	15	3	0	90	10	0	
Business Essentials	BUS206	10	2	0	15	85	0	
Business Writing	ENG206	5	1					
Management Information Systems	MIS313	15	3	0	0	100	0	

Principles of Marketing	MKT340	15	3	0	75	25	0
Optional Modules – see below		45	9				

### Optional Modules (*choose three modules*)

#### Module Titles

Module Titles	Module Code	Credit Points	Hours	%Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Financial Management	FIN335	15	3	0	85	15	0	
Principles of Management	MGT350	15	3	0	55	45	0	
International Business/Geopolitics	IBN300	15	3	0	65	35	0	
Principles of Operations Management	OPS370	15	3	0	60	40	0	

### Year 3 at UH (Level 5)

### Optional Modules (*choose a minimum of four and maximum of five*)

#### Module Titles

Module Titles	Module Code	Credit Points	Hours	%Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Global Consumer Markets: Issues and Trends	5BUS2031	15	3	0	0	100	0	A
Managing People	5BUS1037	15	3	0	0	100	0	A
Economics for Global Economy	5BUS1191	15	3	0	0	100	0	A
<i>Choose one</i>								
Business Finance*	5BUS1149	15	3	0	0	100	0	A
Geopolitics*	5BUS1089	15	3	0	0	100	0	A
Digital Marketing in Practice	5BUS1016	15	3	0	0	100	0	

\*These modules may not be chosen if the equivalent module has already been studied at UNCW.

### Semester B Placement in UK

### Compulsory Modules

#### Module Title

Module Title	Module Code	Credit Points	Hours	%Test	% Examination	% Coursework	% Practical	Semesters
Work Placement (B)	6BUS2035	0	12	0	0	0	100	B

### Year 4 at UH (Level 6)

### Compulsory Modules

Module Title	Module Code	Credit Points	Hours	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	3	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	3	0	0	100	0	A
Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	0	100	0	AB
International Business Dissertation *	6BUS1236	30	6	0	0	100	0	AB
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	3	0	0	100	0	B
International HRM	6BUS1019	15	3	0	0	100	0	B
Digital Economy	6BUS1267	15	3	0	0	100	0	B
<i>Options for Sem A – see below</i>		15	6	0	0	100	0	B

### Optional Modules (*choose one for semester A*)

Module Titles	Module Code	Credit Points	Hours	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Integrated Marketing Communication	6BUS1259	15	3	0	0	100	0	A
International Production and Governance (for IB and Finance Major)	6BUS1010	15	3	0	0	100	0	A

## UH outgoing students to UNF

### UH Year 1 - UNF Years 2 and 3 - UH Year 4

#### Year 1, Level 4 – At UH

All BA International Business students study Level 4 at UH.

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Semester A</b>							
Academic Skills	0BUS0003	0	0	0	P/F	0	A
People and Organisations	4BUS1124	15	0	0	100	0	A
Economics for International Business	4BUS1133	15	0	0	100	0	A
Marketing for International Business	4BUS1154	15	0	0	100	0	A
Business Technology Trends <u>or</u>	4BUS1156	15	0	0	100	0	A
Introduction to Tourism, Hospitality & Event Management <u>or</u>	4BUS2019	15	0	0	100	0	A
Language	Various	15	0	0	100	0	A
<b>Semester B</b>							
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	0	0	100	0	B
Analysing and Managing Business Data	4BUS1149	15	0	0	100	0	B
Introduction to Marketing Communications <u>or</u>	4BUS1011	15	0	0	100	0	B
Language	Various	15	0	0	100	0	B

#### Years 2 and 3 at UNF (Level 5)

When arriving at UNF for Years 2 and 3, UH students will need to complete all of the modules below comprising General Education courses as well as Business courses, plus the internship/work placement. This requires that course modules are studied for four semesters with some in summer terms, and work placements completed during summer following Year 2 and summer following Year 3. Students could get exemptions from General Education requirements if the student has studied an equivalent course during A-level study or equivalent.

Compulsory Modules Module Title	Module Code	Credit Points	Hours	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Year 2 at UNF</b>								
<b>Yr 2 Autumn</b>								
GW Intro to Rhetoric & Writing	ENC 1101	15	3	0	0	100	0	A
Gen. Ed. – Writing		15	3					A
Principles of Microeconomics	ECO 2023	15	3	45	30	25	0	A
College Algebra	MAC 1105	15	3	50	20	30	0	A
General Education Class		15	3					A
General Education Class	POS2041 or AMH2020	15	3					A
Spanish, French, Chinese Beginning I	Various	15	3					A

<b>Yr 2 Spring</b>								
General Education Class		15	3					B
Computer Applications for Bs.	CGS 1100	15	3	0	0	100	0	B
Principles of Managerial Accounting	ACG 2071	15	3					B
Legal Environment of Business	BUL 3130	15	3					B
GW Intro to Rhetoric & Narrative	ENC 1143	15	3	0	0	100	0	B
Gen. Ed. – Writing		15	3					B
Spanish, French, Chinese Beginning II	Various	15	3					B
<b>Yr 2 Summer</b>								
Financial Management	FIN 3403	15	3					C
General Education Class		15	3					C
Prof. Comm. Business	ENC 3202	15	3	0	0	100	0	C
Gen.Ed.-Writing		15	3					C
General Education Class		15	3					C
<b>Year 3 at UNF</b>								
<b>Yr 3 Autumn</b>								
Administrative Management	MAN 3025	15	3					A
G(M) Calculus for Business	MAC 2233	15	3	60	20	20	0	A
Operations Management	MAN 3504	15	3	0	75	25	0	A
International Trade	ECO 3704	15	3	0	60	40	0	A
Economic Geography	GEO 3502	15	3	0	35	65	0	A
Intermediate Language I	Various	15	3					A
<b>Yr 3 Spring</b>								
International Marketing	MAR 4156	15	3	0	100	0	0	B
International Management	MAN 4600	15	3					B
Business/Econ Statistics	ECO 3411	15	3					B
International Logistics	TRA 4721	15	3	0	40	60	0	B
Human Resource Management	MAN 4301	15	3	0	65	35	0	B
Intermediate Language II	Various	15	3					
<b>Yr 3 Summer</b>								
International Finance	FIN 4604	15	3					C
International Business Internship*	GEB 3361	15	3					C
Intro Mgmt. Information Systems	ISM 4011	15	3					C

\*The insurance position is entirely different in the US and you will need to ask questions yourself and consider taking out your own insurance for the placement if you are not covered by the placement provider.

#### Year 4 at UH (Level 6)

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
Optional module x 2 from selection below							
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B
Optional module x 2 from selection below							
Online at UNF –Strategic Management – Bs. Policy	MAN4720	15					B



<b>Optional Modules</b> Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
International Production and Governance	6BUS1010	15	0	0	100	0	A
Databases for Strategic Decision Making	6BUS1257	15	0	0	100	0	A
Corporate Financial Strategy	6BUS1193	15	0	0	100	0	A
Integrated Marketing Communications	6BUS1259	15	0	0	100	0	A
Contemporary Employment relations	6BUS2036	15	0	0	100	0	A
Data Visualisation for Business Decisions	6BUS2009	15	0	0	100	0	A
Creative Problem Solving for Managers	6BUS1047	15	0	0	100	0	A
Language	Various	15	0	0	100	0	A
Issues in Global Economy	6BUS1011	15	0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B
Islamic Finance and Banking	6BUS1040	15	0	0	100	0	B
Knowledge Management and Business Intelligence	6BUS1035	15	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	0	0	100	0	B
Diversity and Equality at Work	6BUS1225	15	0	0	100	0	B
International Business Dissertation *	6BUS1236	30	0	0	100	0	AB
& Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	P/F	0	AB
Language	Various	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## UNF incoming students to UH

### UNF Years 1 and 2 - UH Years 3 and 4

**During Years 1 and 2 at UNF students are required to complete the following requirements before TABSA applications and studies commence:**

- Have finished all university studies (general education) requirements

**For entry to University of Hertfordshire, students are required to complete:**

- The equivalent of 120 (24 hours) credits of business modules at Level 4 or higher and 60 (12 hours) credits of business modules at Level 5 or higher

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Hours	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Year 1 Fall</b>								
Beginning Language I		20	4	0			0	A
(GW) College Algebra	MAC 1105	15	3	50	20	30	0	A
Computer Applications for Business	CGS 1100	15	3	0	0	100	0	A

(GW) Intro to Rhetoric and Writing	ENC 1101	15	3	0	0	100	0	A
General Education Course (POS2041 or AMH2020)	POS2041 or AMH2020	15	3	0			0	A
General Education course		15	3	0			0	A
<b>Year 1 Spring</b>								
Beginning Language II		20	4	0			0	B
Elem Statistics-Business	STA 2023	15	3	0			0	B
Intro to Rhetoric and Narrative	ENC 1143	15	3	0	0	100	0	B
(GM) Calculus for Business	MAC 2233	15	3	60	20	20	0	B
Principles of Macroeconomics	ECO 2013	15	3	0			0	B
<b>Year 1 Summer</b>								
General Education Course		15	3					C
Principles of Marketing	MAR 3023	15	3					C
<b>Year 2 Fall</b>								
Principles of Financial Accounting	AGC 2021	15	3					A
Principles of Management	MAN 3025	15	3					A
General Education course		15	3					A
General Education Course		15	3					A
Principles of Microeconomics	ECO 2023	15	3	45	30	25	0	A
<b>Year 2 Spring</b>								
Principles of Managerial Accounting	ACG 2071	15	3					B
International Management	MAN 4600	15	3					B
Prof. Comm. Business	ENC 3202	15	3	0	0	100	0	B
Business Law	BUL 3130	15	3					B
Operations Management	MAN 3504	15	3	0	75	25	0	B
<b>Year 2 Summer</b>								
General Education Course		15	3					C
Financial Management	FIN 3403	15	3					C
Economics/Business Statistics	ECO 3411	15	3					C

### Year 3 at UH (Level 5)

	Module Code	Credit Points	Hours	%Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Semester A</b>								
Module Titles								
Global Consumer Markets: Issues and Trends	5BUS2031	15	3	0	0	100	0	A
Third Language Class	Various	15	3	0	0	100	0	A
Economics for Global Economy	5BUS1191	15	3	0	0	100	0	A
Geopolitics	5BUS2036	15	3	0	0	100	0	A

### Compulsory Modules

Module Title	Module Code	Credit Points	Hours	%Test	% Examination	% Coursework	% Practical	Semesters
Preparation for the Workplace (Micro Internship)		15	3	0	0	0	100	B
People and Organization	4BUS1124	15	3			100		B
HRM for International Business	6BUS1019	15	3			100		B
Intro to Mgmt. Inf. Systems (Online at UNF)	ISM 4011	15	3					B
Global Business Environment	4BUS1154	15	3			100		B

### Year 4 at UH (Level 6)

### Compulsory Modules

Module Title	Module Code	Credit Points	Hours	%Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	3	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	3	0	0	100	0	A
Data Visualisation for Business Decisions	6BUS2009	15	3	0	0	100	0	A
Fourth Language	Various	15	3					A
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	3	0	0	100	0	B
HRM for International Business	6BUS1019	15	3	0	0	100	0	B
Digital Economy	6BUS1267	15	3	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	3	0	0	100	0	B
Strategic Mgmt. Business Policy (online at UNF)	MAN4720	15	3					B

The award of an Honours degree requires 360 credit points, with at least 240 credits at level 5 or above, of which at least 120 credits must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credits at level 5 or above, of which at least 60 credits must be at level 6.

#### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	International Business	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Extended Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with French	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with German	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

BA (Hons)	International Business with French and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with German and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with French and a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with German and a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish and a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese and a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin and a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with French and Extended Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

BA (Hons)	International Business with German and Extended Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish and Extended Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese and Extended Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin and Extended Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with French	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with German	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with Spanish	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with Japanese	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

BA (Hons)	International Business (Sandwich) with Mandarin	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with French and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with German and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with Spanish and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with Japanese and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business (Sandwich) with Mandarin and Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Extended Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with French and	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

	Employment Experience			
BA (Hons)	International Business with German and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with French and Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with German and Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish and Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese and Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin	360 credit points including 240 at level 6/5 of which	6	All programme learning outcomes (see Table 2)



	and Study Abroad and Employment Experience	120 must be at level 6		
BA (Hons)	International Business with French and Extended Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with German and Extended Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Spanish and Extended Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Japanese and Extended Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	International Business with Mandarin and Extended Study Abroad and Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
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University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
BA	International Business	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Extended Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with French	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

BA	International Business with Mandarin	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with French and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Mandarin and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with French and a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German and a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish and a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese and a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Mandarin and a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

BA	International Business with French and Extended Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German and Extended Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish and Extended Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese and Extended Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Mandarin and Extended Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with French	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with German	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with Spanish	300 credit points including 180 at level 6/5 of which	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

		60 must be at level 6		
BA	International Business (Sandwich) with Japanese	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with Mandarin	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with French and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with German and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with Spanish and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with Japanese and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business (Sandwich) with Mandarin and Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Extended Study	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

	Abroad and Employment Experience			
BA	International Business with French and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Mandarin and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with French and Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German and Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish and Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese and Study	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

	Abroad and Employment Experience			
BA	International Business with Mandarin and Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with French and Extended Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with German and Extended Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Spanish and Extended Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Japanese and Extended Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.
BA	International Business with Mandarin and Extended Study Abroad and Employment Experience	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

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## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

The results of the Intercalated Year - two semesters of study or one semester of study and 12 weeks of work placement or full year work placement - will be shown on University transcripts as Pass or Fail.

Students on their Intercalated Year (relevant to the 4-Year Programme only) who do not pass 45 credits (22.5 ECTS or equivalent) of assessment at one of the University's partner institutions will not be able to pass the Intercalated Year but can stay on the programme and complete their International Business degree though without gaining the suffix of 'with Study Abroad', 'with a Year Abroad' or 'with Extended Study Abroad' to their degree award title.

Students on the 3-Year Programme can elect to transfer to BA (Hons) Business Studies or BA (Hons) Business Administration at the end of Year 1 of the programme if they no longer wish or are able to study abroad in Year 2 as required. This will need to be agreed by the respective programme leaders.

Students on the 4-Year Programme can elect to transfer to BA (Hons) Business Administration at the end of Year 2 of the programme as arranged with their Programme Leader if they no longer wish or are able to undertake the Intercalated Year abroad and have not studied abroad in Year 2 as they would not fulfil the mandatory study abroad element.

Research Methods is compulsory for any student who selects the Dissertation option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process).

To be eligible for the Dissertation option, students must have passed 120 credits at level 4 AND 120 credits at level 5 and need to achieve an average of at least 50% in half of the 120 level 5 modules.

Students can only be compensated a maximum of 15 credits of study in their chosen language to receive the minor award suffix 'with <language>'

### **Taking Year 2 (level 5) abroad as a 'replacement' for level 5 UH study (mandatory on the 3-Year Programme and optional on the 4-Year Programme):**

- As in the UPRs, but included here for clarity, students opting to study level 5 abroad, as a 'replacement' year or semester (replacing UH level 5 study), receive [pass/fail] credits based on their results from the partner institution (using ECTS or equivalent credit translation tables). Their final degree award is based on UH achieved credit at level 6, based on their average numeric grade calculated from the best 90 of 120 credits at level 6 (UPR AS14 D.6.1.1)
- Students who opt to study abroad for all of level 5 and fail up to the equivalent of 30 UH credits will need to repeat equivalent UH modules on their return to the University at level 6 in order to remain on the Honours pathway.
- Students who opt to study abroad for all of level 5 and fail more than the equivalent of 30 UH credits will not be allowed to proceed to the Intercalated Year (or level 6 on the 3-Year Programme) and must either repeat the year or transfer to BA (Hons) Business Studies or BA (Hons) Business Administration at level 5, as arranged with their Programme Leader.



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## **E. Management of Programme & Support for student learning.**

### **Management**

The programme is managed and administered through:

- Student representatives on programme committees
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme
- The Dean of School
- The Associate Dean Academic Quality
- The Associate Dean Undergraduate Student Experience
- The Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee
- A Personal Tutor
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Leaders who are responsible for individual modules
- A School Placement Visits Coordinator to assist with the procurement and monitoring of placements
- A Programme Committee, the membership of which includes student representatives from each level of study and key members of the Business School.

### **Support**

Students are supported by:

- An induction week at the beginning of each new academic session
- Overseas Orientation
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- A versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resource Centres
- Student Success Hubs, which includes a Mathematics Drop-in Centre
- Medical Centre
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site
- Exchange workshops to prepare for study abroad and work placements
- A programme/pathway tutor to help students understand the programme structure and support learning
- A University level Study Abroad Team
- A School Student Success Team including dedicated pastoral support
- A dedicated Centre for Academic Skills Enhancement (CASE)
- Student representatives on programme committees
- A Business School International and Direct Entry Support Tutor
- A Careers and Employment Service for all current students and graduates, and including placement support

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A dedicated programme site
- A Definitive Module Document (DMD) for each constituent module;

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>.

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## G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:  
[dhaq@herts.ac.uk](mailto:dhaq@herts.ac.uk)

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## BA (Honours) International Business

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are delivered and assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																		
		Knowledge & Understanding						Intellectual Skills				Practical Skills			Transferable Skills					
		Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
Level 5	Economics for Global Economy	5BUS1191		x						x					x		x	x		
	Global Consumer Markets: Issues and Trends	5BUS2031		x					x	x	x	x	x				x	x	x	
	Managing People	5BUS1037	x		x	x				x		x	x			x	x	x		x
	Business Finance	5BUS1149	x			x				x										
	Geopolitics (optional)	5BUS1089		x						x	x						x	x		
	Digital Marketing in Practice (optional)	5BUS1016	x	x				x	x	x						x	x	x		x
	Exploring Business Ethics(optional)	5BUS1049		x										x			x	x	x	x
	Language (Various) (Optional)	Various												x		x	x	x		x
Placement Year			x	x							x	x				x	x	x	x	
Level 6	International Strategic Leadership	6BUS1260		x	x					x			x			x	x	x		x
	Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	x		x	x				x		x	x			x	x	x		x
	Entrepreneurship, Innovation and Creativity	6BUS1239		x					x	x	x		x				x	x		x
	International Business Dissertation (inc. Undergraduate Research Skills and Preparation)	6BUS1236 6BUS2040					x						x				x	x		x
	International Production and Governance (optional)	6BUS1010		x					x	x	x	x	x			x	x	x		x
	International HRM	6BUS1019		x							x					x	x	x		
	Issues in Global Economy (optional)	6BUS1011	x					x				x			x		x			
	Databases for Strategic Decision Making (optional)	6BUS1257							x	x			x				x	x		
	Global Marketing (optional)	6BUS1284	x	x						x			x		x	x	x	x		x
	Taxation	6BUS1202	x	x									x		x		x	x		x
	Financial Aspects of International Business (optional)	6BUS1194	x										x		x		x	x		
	Corporate Financial Strategy	6BUS1193								x	x		x			x	x	x	x	

Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
<i>Integrated Marketing Communications (optional)</i>	6BUS1259			x				x			x			x	x	x		x
<i>Diversity and Equality at Work (optional)</i>	6BUS1225		x	x												x		x
<i>Contemporary Employment Relations (optional)</i>	6BUS2036	x	x	x												x		x
<b>Data Visualisation for Business Decisions</b>	6BUS2009	x				x		x		x			x		x	x		x

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. Core functional areas of business, and the internal environment in which organisations operate
- A2. The complexities of the external environment for international business (including economic, legal, social, political and sustainability influences)
- A3. Managing diversity in the workplace and across nation states
- A4. Business operations and logistics relevant to international business
- A5. Business innovation and enterprise development
- A6. International marketing and consumer behaviour

### Intellectual Skills

- B1. Utilise cognitive skills of critical thinking, analysis and synthesis;
- B2. Conduct research into international business and management issues;
- B3. Formulate business policies and strategies, applying skills in problem solving and decision making to support more effective international business operations

### Practical Skills

- C1. Become adaptable and sensitive to operating in a foreign culture which may include communicating in a language other than their own
- C2. Apply mathematical and quantitative skills, including use of information systems for statistical analysis and the provision of business intelligence, to solve problems and inform decision making
- C3. Develop interpersonal skills of effective listening, negotiating, persuasion, and presentation and their use in generating business contacts

### Transferable Skills

- D1. Effectively self-manage in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise
- D2. Communicate effectively, both orally and in writing
- D3. Work effectively within a team environment

B4. Evaluate business and management strategy from an ethical perspective, including aspects of social responsibility and ethical behaviour in organisations

D4. Learn to take responsibility for their own personal and professional development

**Table 3: Development of Graduate Attributes in the Constituent Modules**

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4			D	D	D	D	D	D
			D	D	D	D	D	D
			D	D	D	D	D	D
			D	D	D	D	D	D
			D	D	D	D	D	D
			D	D	D	D	D	D
			D	D	D	D	D	D
			D	D	D	D	D	D
Level 5	Economics for Global Economy	5BUS1191	D	D	D	D	D	D
	Global Consumer Markets: Issues and Trends	5BUS2031	D	D	D	D	D	D
	Managing People	5BUS1037	D	D	D	D	D	D
	Business Finance	5BUS1149	D	D	D	D	D	D
	<i>Geopolitics (optional)</i>	<i>5BUS1089</i>	D	D	D	D	D	D
	<i>Digital Marketing in Practice (optional)</i>	<i>5BUS1016</i>	D	D	D	D	D	D

	Exploring Business Ethics(optional)	5BUS1049	D	D	D	D	D	D
	Language (Various) (Optional)	Various	D	D	D	D	D	D
			D	D	D	D	D	D
	Placement Year		D	D	D	D	D	D
Level 6	International Strategic Leadership	6BUS1260	D	D	D	D	D	D
	Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	D	D	D	D	D	D
	Entrepreneurship, Innovation and Creativity	6BUS1239	D	D	D	D	D	D
	International Business Dissertation (inc. Undergraduate Research Skills and Preparation)	6BUS1236 6BUS2040	D	D	D	D	D	D
	International Production and Governance (optional)	6BUS1010	D	D	D	D	D	D
	International HRM	6BUS1019	D	D	D	D	D	D
	Issues in Global Economy (optional)	6BUS1011	D	D	D	D	D	D
	Databases for Strategic Decision Making (optional)	6BUS1257	D	D	D	D	D	D
	Global Marketing (optional)	6BUS1284	D	D	D	D	D	D
	Taxation	6BUS1202	D	D	D	D	D	D
	Financial Aspects of International Business (optional)	6BUS1194	D	D	D	D	D	D
	Corporate Financial Strategy	6BUS1193	D	D	D	D	D	D
	Integrated Marketing Communications (optional)	6BUS1259	D	D	D	D	D	D
	Diversity and Equality at Work (optional)	6BUS1225	D	D	D	D	D	D
	Contemporary Employment Relations (optional)	6BUS2009	D	D	D	D	D	D
	Data Visualisation for Business Decisions	6BUS2009	D			D		D

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

**Type of programme**

**Date of validation/last periodic review**

**Date of production/ last revision of PS**

**Relevant to level/cohort**

**Administrative School**

General Business and Management (2019)

Undergraduate

September 21

March 2024

Level 4 entering September 2024

Hertfordshire Business School

**Language of Delivery**

English

Spanish

French

German

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
BSIBS	BA (Hons) International Business	100080	N120; French N121; German N122; Japanese N123; Mandarin N124; Spanish N125